MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BBT3014 – BUSINESS RESEARCH METHODS

(All sections / Groups)

10 OCTOBER 2016
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages with 5 questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

In conducting research, conceptualization and operationalization are necessary. Justify this statement from the perspective of both quantitative and qualitative measures.

(20 marks)

QUESTION 2

i. Explain the suitable sampling method for the following. In your explaining provide argument why the particular sampling method is suitable.

a. As a marketer you intend to find the spending pattern of Malaysians. Using the telephone directory that has around twenty thousand numbers, you intend to have 200 sample size and you prefer to have a system rather than choose your respondents randomly.

(5 marks)

b. You intend to investigate how job satisfaction varies by race among a group of employees at a firm of 1,000 employees. You could want to ensure there is proper representation of all races your study.

(5 marks)

c. A pharmaceutical company wants to know the effect of a new drug on patients with rheumatoid arthritis problem. After consultation with the experts and getting approval, they test the drug on a sample of patients with the particular problem.

(5 marks)

ii. Justify why face to face interview is the most suitable method in studying complex problems.

(5 marks)

(Total: 20 marks)

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QUESTION 3

i. Explain why researchers conduct a social research and how their research influence our lives? (5 Marks)

ii. List down the 7 steps of research process and briefly explain different types of activities researchers are involved in each steps? (5 Marks)

iii. Following these 7 steps how researchers will use the study findings? Elaborate the two primary use of the study findings. (5 Marks)

iv. What are the differences between basic social research and applied social research? Please mention at least 5 differences. (5 Marks)

(Total: 20 marks)

QUESTION 4

i. List the distinction between exploratory and explanatory research.

(10 Marks)

ii. Define the following time dimension in social research with **ONE** (1) example for each time dimension:

a. Cross-sectional (2 marks)

b. Time Series (2 marks)

c. Panel (2 marks)

d. Cohort (2 marks)

e. Case study (2 marks)

(Total: 20 marks)

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QUESTION 5

i. Differentiate between Validity and Reliability. (4 marks)

ii.

Model		UnStd Coeff.		Std. Coeff.	t	Sig.	Collinearity Statistics	
		B	Std. Err.	Beta			Tol.	VIF
1	(Constant)	220.123	21.2		10.345	.000	.843	1.472
	Burglary rate per 100,000	0.760	0.670	.546	9.045	.000	.567	2.826
	Motor vehicle theft rate per 100,000	0.830	0.105	.756	8.465	.000	.763	1.583

Dependent Variable: Murder rate per 100,000,
F=99.234, Sig.=.000, R=0.854, R-Square = 0.785, Adj. R-Square = 0.723

(a) Interpret important information from the above table. (12 marks)

(b) What does collinearity mean? (4 marks)

(Total: 20 marks)

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